ARCHIE SERIES
APPROVED BY THE COMICS CODE AUTHORITY
12¢
PDC
AUG.
Jughead
NO. 123
JUG, DON'T I LOOK LIKE I STEPPED OUT OF A MAGAZINE?
YEAH! A SCIENCE FICTION MAGAZINE!
RECIPES

This is it, man.
The Fastrak—
U.S. Royal's new bike slick.
Now you can make
a bike like this
into a real dragster.
U.S. Royal Fastrak
UNIROYAL
U.S. RUBBER
U.S. Rubber Tire Co., 549 E. Georgia St., Indianapolis 6, Ind.

ARCHIE'S PAL JUGHEAD, No. 123, August, 1965. Published monthly by ARCHIE COMIC PUBLICATIONS, INC., 420 DeSoto Ave., St. Louis, Mo. 63147. Executive and Editorial offices, 241 Church St., New York, N.Y. 10013. Chicago office: 35 East Wacker Dr., Chicago, Ill. 60601. Hollywood office: 439 So. Western Ave., Los Angeles, Calif. 90005. Second-class Postage Paid at St. Louis, Mo. and at additional mailing offices under the Act of March 3, 1879. All rights reserved. Title registered U.S. Patent Office. Yearly subscription, $1.50 in U.S.A.; single copies, 12¢. No actual person is named or delineated in this fiction magazine. Printed in the U.S.A.

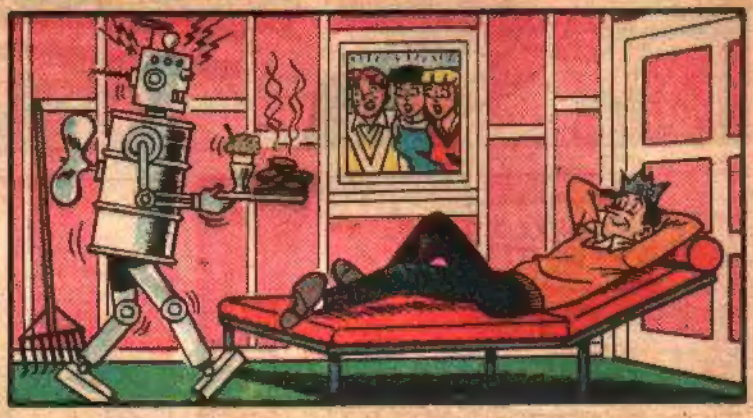
SEE WHAT I MEAN?
COME ON, JUG! AN ACCIDENT IS AN ACCIDENT! THAT'S ALL!
THAT ARTICLE OF YOURS IS JUST A LOT OF SILLY NONSENSE!
YOU THINK SO?
TAKE MY WORD FOR IT!
CLUNK!
JUG! DO YOU THINK I'M ONE OF THOSE PEOPLE?
I'M NOT SURE, ARCH, BUT IT LOOKS LIKE YOU'RE TRYING TO BE ONE!
2

I THINK YOU'D BETTER BE EXTRA CAREFUL CROSSING THE STREET, ARCH!
THAT'S A GOOD IDEA, JUG!
ALL CLEAR ON THE LEFT!
ALL CLEAR ON THE RIGHT!
LOOKS SAFE!
YOU ALMOST HAD ME GOING WITH THAT STUPID ARTICLE OF YOURS!
SORRY, ARCH!
I GUESS YOU CAN'T BELIEVE EVERYTHING YOU READ!
WHOOSH
ON SECOND THOUGHT, MAYBE YOU CAN!
3

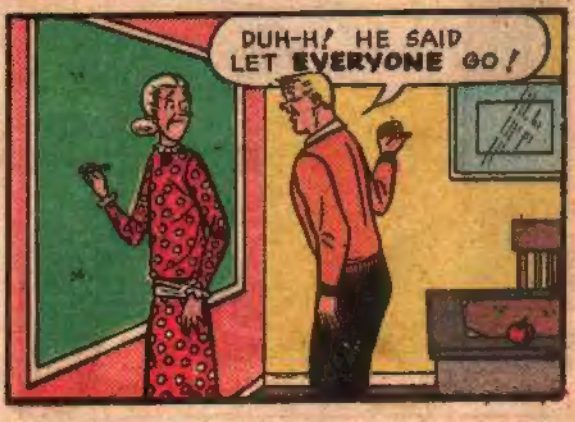
HI, FELLOWS!
HI, BETTY!
YOU'D BETTER KEEP AWAY FROM ME, BETTY! I'M ACCIDENT PRONE!
YOU ARE?
HOW WONDERFUL!
I'M DELIGHTED TO HEAR IT...
GET HER! I'M ACCIDENT PRONE AND SHE THINKS IT'S WONDERFUL!
THAT'S WOMEN FOR YOU!
LET'S GET AWAY FROM HERE!
ARCH, I THINK SHE'S FOLLOWING US!

ARCHIE! WAIT! YOU DON'T UNDERSTAND!
TAKE IT EASY, ARCH! REMEMBER THE ARTICLE!
GIVE ME THAT MAGAZINE!
THAT SHOULD TAKE CARE OF IT!
BETTY, WHY WERE YOU SO HAPPY WHEN YOU HEARD I WAS ACCIDENT PRONE?
NOTHING PERSONAL, ARCHIE!
I JUST NEED THE PRACTICE FOR MY FIRST AID CLASS!
End

Jughead -IN- "SLAVE LABOR"



MOOSE IN EARLY BIRD



THE ADVENTURES OF PATTY & ANDY

THE Popsicle® Twins

SAME HERE. I CAN'T MAKE UP MY MIND BETWEEN THE MANICURE SET AND THE SEWING KIT.
MAYBE WE CAN THINK MORE CLEARLY AFTER A "POPSICLE."

SAY, PATTY--WHY DON'T WE POOL OUR COUPONS AND GET THE BADMINTON SET? THAT'LL SOLVE BOTH OUR PROBLEMS.
AND BE FUN FOR ALL THE FAMILY.

Popsicle
KIDS—ask for your "Popsicle" Gift List wherever "Popsicle" is sold. Send coupon to: "Popsicle," P.O. Box 373, New York 10046, N. Y. Start saving valuable "Popsicle" gift coupons today!
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PLEASE SEND MY "POPSICLE" GIFT LIST TO:

Name_____

Address_____

City_____

State_____

ALL THE NEWS THAT FITS WE PRINT

Archie Club News

SEND IN YOUR REPORTS AND WIN CASH PRIZES

JUGHEAD NO.123 AUG. MEMBERSHIP—FIFTEEN CENTS

FIRST PRIZE — $5.00

REPORTER
LOUISE MATARAZZO
87 Schuyler Drive
Highland Park, N.J., 08904

Dear Archie,

My father often takes me to Professional Baseball Games. The following poem expresses the feeling I had when a certain player—a favorite of mine—emerged from the ballpark in street clothes.

"'TIS HE I ADMIRE"

The first time I ever saw this fellow,
He wore brown tailored slacks and a knit shirt of yellow.
His shoes were of the finest leather a person could wear,
And he looked so handsome with his crew-cut hair.

The first time I saw him he wore a great big smile,
And signing autographs like it was going out of style.
And as he acknowledged the cheery greetings he had received,
He strolled to his car about ready to leave.

His car was the greatest I had ever seen,
It was a two-door Cadillac of a very light green.
And as he jumped into his car and drove out of sight,
I thought of how he had made my day just right.

I have seen him many times thereafter,
Sometimes he'd emerge quiet; sometimes with laughter.
But 'twas nothing like the first time and there will never be,
A time when he'll look more handsome or greater to me.

SECOND PRIZE — $3.00

REPORTER
YVONNE KEMENY
63-65 110th Street
Forest Hills 75, N.Y.

Dear Archie,

My trip to Sweden was very exciting. I went with my family for the whole summer in 1964.

On our way there we stopped in Iceland and then in Gottenburg, as they call it in English. The place we mainly stayed at was Bromma, a suburb in Stockholm. It was so amazing to see how beautiful and clean Scandinavia was.

We visited Drottningholm, the palace where the King and Queen of Sweden mostly spend their Christmas holidays. There are many busy streets in Sweden.

I hope this summer I will be able to go to Sweden and see how much it has changed since my last visit.

THIRD PRIZE — $2.00

REPORTER
PATRICIA CORRY
402 25th Street
Santa Monica, Calif.

Dear Archie,

The other night I was watching a show

on television and some man came on to say what girls are. He said that girls are weak, dainty little things with pink bows and frilly dresses. They can't do hard work, because they are helpless and frail. I got so mad I almost kicked the T.V. set. I've mowed lawns and done hard garden work and everything. But when my girl-friend and I wanted to earn some money we couldn't get a cent. Everyone said, "But you're just girls. That work is too hard for GIRLS. You'd better let your brother do it." So please, everybody, the only girls that act weak and helpless are lazy sissies. Treat us normal girls like we're humans, not weak little things that can barely pick up a pencil.

FOURTH PRIZE — $1.00

REPORTER
CAROLYN HALL
925 Elm Drive
Rodeo, Calif.

A cat is a delightful, affectionate, well-mannered pet. They are easy to care for, easy to train and a pleasure to own.

In choosing them you must first decide if you would like a kitten or a cat. Kittens are lovable and playful. Cats are quiet and most likely already housebroken.

There are many kinds of cats. They include such breeds as these: Domestic Short Hair, Persian, Siamese, Burmese, Abyssinian, and the cat without a tail, the Manx.

I know quite a bit about cats and kittens because ever since I can remember we have owned one. I hope you love cats as much as I do.

Dear Archie,

If you want to be an ARCHIE CLUB MEMBER eligible to win all these CASH PRIZES, not to mention a BIG BYLINE in a top-notch comic magazine, then just fill out the coupon below and mail it along with 15¢ in coin to cover cost of mailing and handling. Here's what you get by joining the ARCHIE CLUB as an official reporter. You get a dressy OFFICIAL ARCHIE CLUB BUTTON and snappy PRESS CARD. This will make you a real reporter.

Archie Club
THIS IS TO CERTIFY THAT
PRESS
IS A MEMBER IN GOOD STANDING OF THE ARCHIE CLUB AND IS ENTITLED TO BE A REPORTER OF ALL TEEN AGE NEWS AND EVENTS FOR THE ARCHIE GROUP OF COMICS MAGAZINES
Archie Andrews
PRESIDENT

Every member gets this official press card and beautiful 4 color button

ARCHIE CLUB:
241 Church St., New York 13, N. Y.

Dear Archie: Please enroll me as a member of the Archie Club and send me a button and press card by return mail. I enclose 15c in coin to cover the cost of mailing and handling. Send to:

NAME..... AGE.....
(PLEASE PRINT PLAINLY)

ADDRESS.....

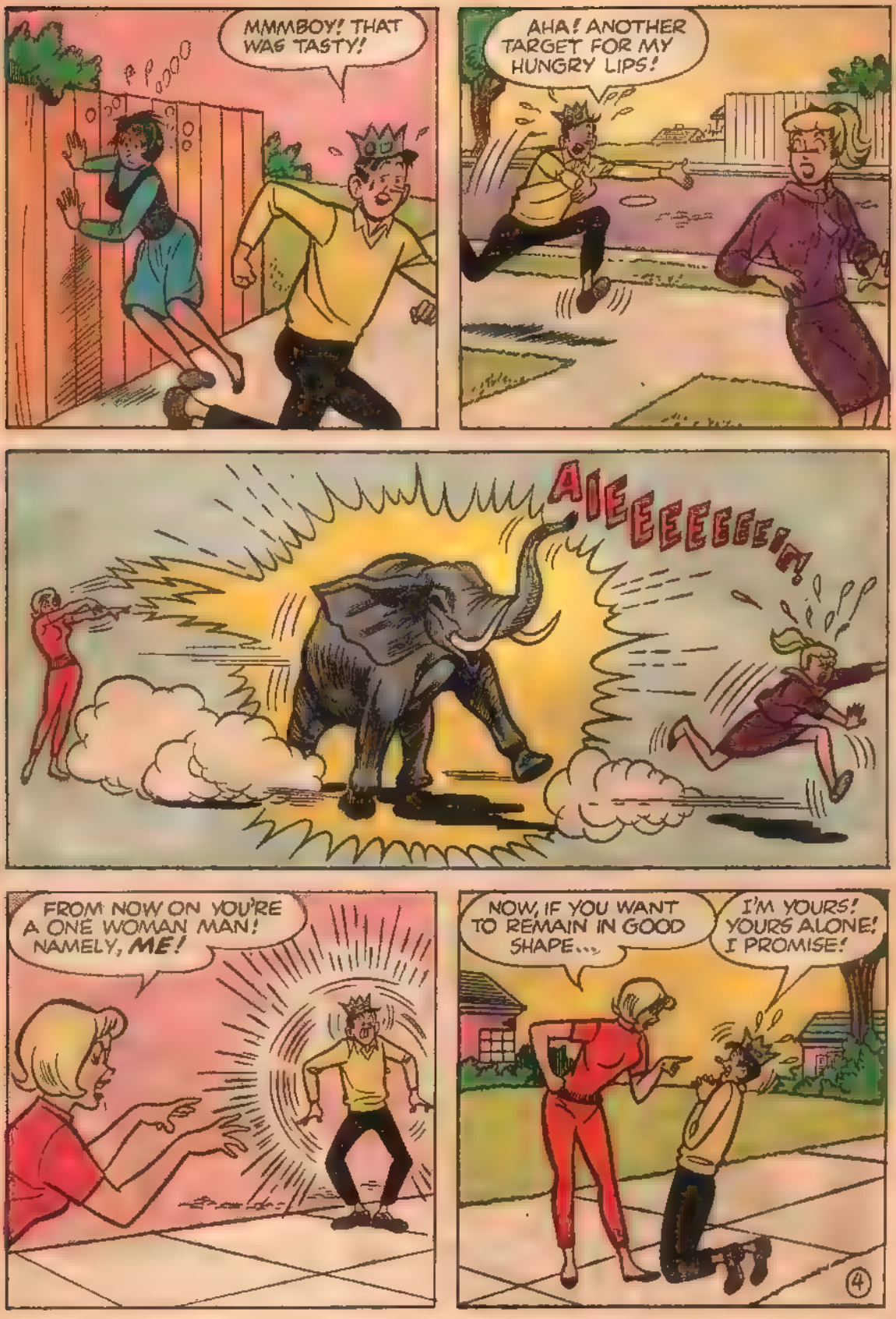
CITY..... STATE.....

ROCKY and BULLWINKLE
Cheerios
ARE CHEERIOS YOUR FAVORITE CEREAL, BULLWINKLE?
RIGHT, ROCK!
CHEERIOS 'N' MILK GIVE US PEOPLE MUSCLE-MAKIN' PROTEIN...
...AND LOTS OF GO-GO-GO!
DO YOU MEAN THAT EVERYONE SHOULD GO WITH THE GOODNESS OF CHEERIOS?
OH MY, YES!
TIMBERRRRR!
CRASH!
BUT THEY SHOULD WATCH WHERE THEY'RE GOING!

SWITCH WITCH
T-U-F, CHARLIE! THAT SPELLS TOUGH! THIS TIME YOU PLAYED FAST AND LOOSE WITH THE WRONG CHICK!
HONEST, SAMANTHA! IF I'D KNOWN YOU WERE A WITCH, I WOULDN'T HAVE STOOD YOU UP!
Jughead
WE WITCHES HAVE OUR PRIDE! WE LIKE TO BE TREATED LIKE LADIES!
THINK THAT OVER WHILE YOU'RE PLAYING LEAP FROG!

SAY! WERE YOU REALLY TALKING TO THAT FROG?
YES!
YOU MUST BE SOME SORT OF NUT!
NO!
--I'M SOME SORT OF WITCH!
POP!
(GULP) IT'S TRUE! UNLESS I'VE DEVELOPED A HORRIBLE SKIN CONDITION!
COME ON BACK! EVERYBODY'S ENTITLED TO ONE MISTAKE!
WHEW!
WHY DID YOU CHANGE POOR CHARLIE INTO A FROG?
BECAUSE HE DIDN'T TREAT ME LIKE A LADY!
2

HE MADE A DATE WITH ME, AND THEN HE STOOD ME UP!
THE CAD!
HE ACTED LIKE A WOMAN HATER! IF THERE'S ONE THING I CAN'T STAND IT'S A WOMAN HATER!
(GULP)
ARE YOU A WOMAN HATER?
ME?... LOVER BOY JONES!?
HA, HA! THAT'S SO FUNNY! ME, THE CASANOVA OF RIVERDALE, A WOMAN HATER!
IF THERE'S ONE THING I CAN'T RESIST, IT'S GIRLS!
AH, MIA CARA, I LOVE YOU LIKE CRAZY! I DO! I DO!
3


MMMBOY! THAT WAS TASTY!
AHA! ANOTHER TARGET FOR MY HUNGRY LIPS!
AIEEEEEEEEEIT!
FROM NOW ON YOU'RE A ONE WOMAN MAN! NAMELY, ME!
NOW, IF YOU WANT TO REMAIN IN GOOD SHAPE...
I'M YOURS! YOURS ALONE! I PROMISE!
4

I CAN'T BELIEVE IT! JUGGIE WITH A GIRL!
AND WHAT A GIRL!
THAT'S TOO MUCH FOR NEEDLE NOSE! SHE NEEDS A REAL MAN!
SCREECH!
YOU'RE PLAYING CHARADES! I'VE GOT IT! BEAUTY AND THE BEAST!
HEY! HE'S CUTE!
I THINK I'LL TURN YOU INTO A LIZARD AND LET HIM TAKE OVER!
I'VE GOT A BETTER IDEA!
WHY DON'T YOU MAKE ME A WOMAN HATER? THAT WOULD BE A GOOD JOKE ON A LOVER LIKE ME!
5

YOU'RE RIGHT! AND YOU'VE GOT A PRETTY GOOD SENSE OF HUMOR!
YOU'RE A WOMAN HATER!
GRRR! SHOW ME SOME WOMAN I CAN HATE!
PAP
...AND NOW, BIG BOY!
YOU AND I CAN MAKE BEAUTIFUL MUSIC TOGETHER!
JUST SO LONG AS YOU TOE THE LINE AND TREAT ME LIKE A LADY!
YOU DISPLEASE ME IN ANY WAY, HANDSOME, AND--PFZZT!
(SIGH) HOW CAN YOU HATE A WOMAN LIKE THAT?
End

HOW'S TRIX?
WORTH SHOPPING AROUND FOR...
TRIX ...THE CORN CEREAL WITH...
THE TANGY TASTE OF NATURAL FRUIT!
CHECK OUT
FRUIT COLORS, TOO!
AND AS WE ALL KNOW...
CLANK!
OUT
TRIX ARE FOR KIDS!
"THIS MIGHT BE YOUR LIFE"
READ LIFE WITH Archie COMICS
ON SALE NOW

JUGHEAD — "BIG MOUTH"

JUGHEAD! LET ME GO, OR I'LL STOP BEING YOUR FRIEND!
ARCH! IF I LET YOU GO, YOU'LL STOP BEING!
YOU KNOW, YOU'RE RIGHT! HE'D CREAM ME, WOULDN'T HE?
LIKE THE TOPPING ON A BANANA SPLIT!
HA!-LIKE YOU ALWAYS SAY, JUG! IT'S NOT WORTH GETTING YOUR EARS BEAT OFF FOR A MERE GIRL!
OH, I SAY THAT! ALL THE TIME I SAY THAT!

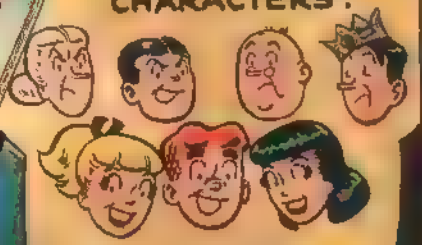
I'M SORRY I CAN'T HELP YOU, BUT I SIMPLY DON'T KNOW WHERE THE ELK'S HALL WOULD BE!
I'VE GOT TO GET THERE!
ASK THAT RED-HEADED FELLOW! HE'LL KNOW HOW TO GET THERE!
THANK YOU!
SOME DAY I WISH SOME LITTLE GUY WOULD COZY UP TO MY VERONICA!
DON'T START WITH THE DAY DREAMS, ARCH!
THEN YOU'D SEE OL' ARCH THROW A LITTLE MUSCLE AROUND!
I'D DO IT CASUAL, SEE? A LEFT JAB FASTER THAN A RATTLER'S STRIKE!
NO, ARCH! NOT...
...THAT!
WHAM!
CONTINUED

THE GIANT OF THEM ALL IS *STILL*

THE GREATEST BUY IN COMICS!

IT'S THE NEW GIANT-SIZE ARCHIE ANNUAL #17! ALL NEW STORIES!

WITH ALL YOUR FAVORITE ARCHIE CHARACTERS!



A ONCE-A-YEAR BONANZA OF THE MOST FUN-FILLED PAGES IN COMICS!

PLUS... *FREE* 1966 PIN-UP CALENDAR IN FULL COLOR IF YOU USE THE COUPON TO ORDER *NOW!*

PLEASE NOTE!

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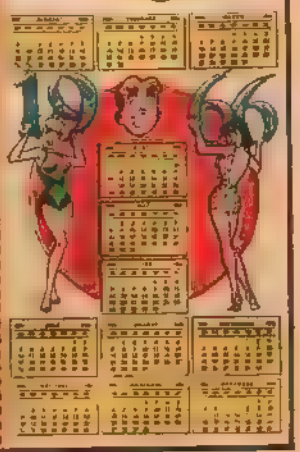
NEW YORK, N.Y. 10013

ENCLOSED PLEASE FIND 25¢ IN COIN FOR WHICH YOU WILL SEND ME THE GIANT-SIZE *ARCHIE ANNUAL #17* AS SOON AS IT IS OFF THE PRESSES PLUS THE FULL COLOR PIN-UP CALENDAR AS A *FREE BONUS!*

NAME (PLEASE PRINT)_____ AGE____

ADDRESS_____

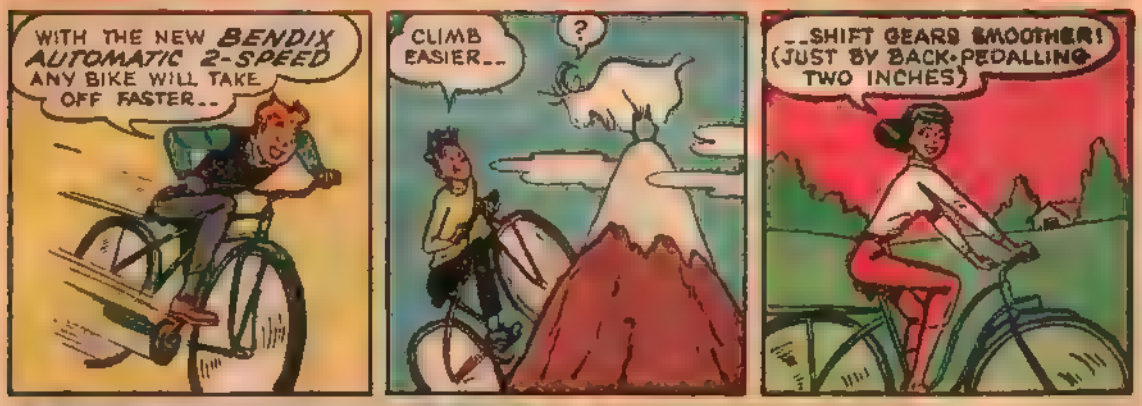
CITY_____ STATE_____

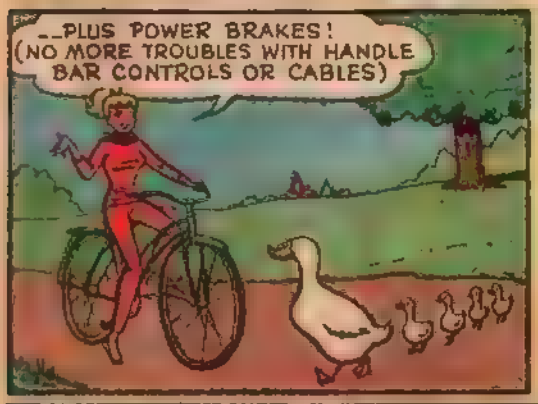


DON'T WORRY, ARCH! I'LL BE BACK TO PICK UP THE PIECES!
EEP! I'M SORRY FELLOW! I DIDN'T... THAT IS.. I...I JUST...
IT... IT WAS A MISTAKE! I DIDN'T MEAN TO HIT ANYONE AS BIG AS YOU!... LET ME MAKE IT UP TO YOU!!
VERONICA!... OF COURSE! I'LL BACK OUT OF THE PICTURE! HOW ABOUT THAT?
WHAT'S A VERONICA?
YOU!.. YOU DON'T KNOW THE GIRL THAT YOU WERE JUST SPEAKING TO?
I WAS JUST ASKING DIRECTIONS!
3

WHEW! JUG! COME ON BACK! IT'S ALL RIGHT!
HAH! I WAS AFRAID YOU WERE GOING TO STEAL MY GIRL!
ME?
NOT THAT I COULD BLAME YOU, OF COURSE!
ARCH!
AFTER ALL, SHE'S THE MOST GORGEOUS CREATURE IN THE WORLD!
YOU'RE OVERDOING IT, ARCH!
HA! ANYBODY WOULD BE CRAZY NOT TO TRY TO MAKE TIME WITH A LIVING DOLL LIKE THAT!
CLOSE THE YAP, ARCH, OR YOU'LL BE SORRY!
HMM!
CONTINUED

ARCHIE GETS ALL THE BRAKES


WITH THE NEW BENDIX AUTOMATIC 2-SPEED ANY BIKE WILL TAKE OFF FASTER..
CLIMB EASIER...
?
...SHIFT GEARS SMOOTHER! (JUST BY BACK-PEDALLING TWO INCHES)



MAIL COUPON FOR A FREE FOLDER ON THE
BENDIX AUTOMATIC 2-SPEED
LOOK FOR THE COLOR BANDS
THE BENDIX CORPORATION - DEPT A
ECLIPSE MACHINE DIVISION
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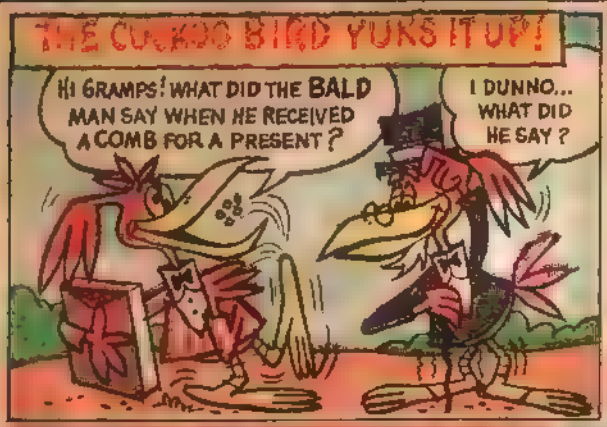
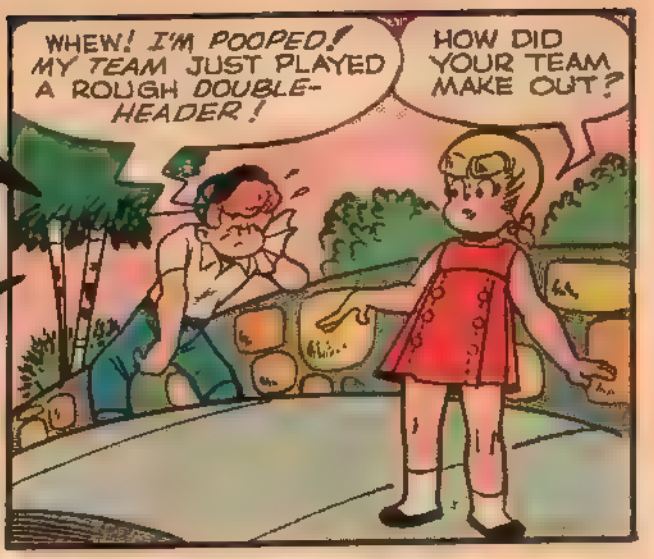
CITY _____ STATE, ZIP NO. _____

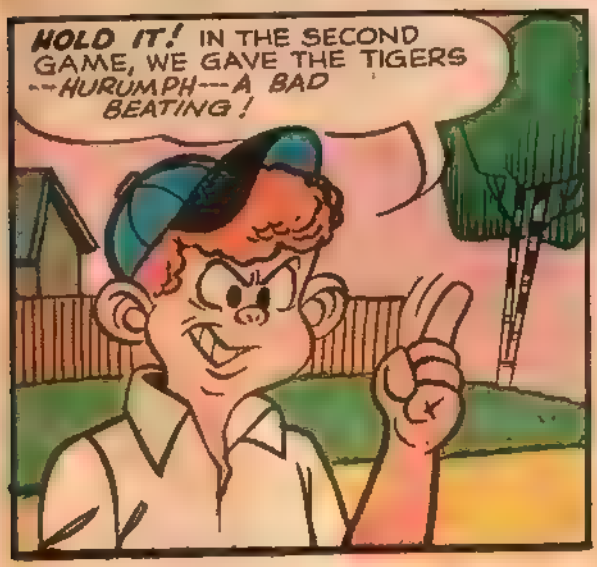


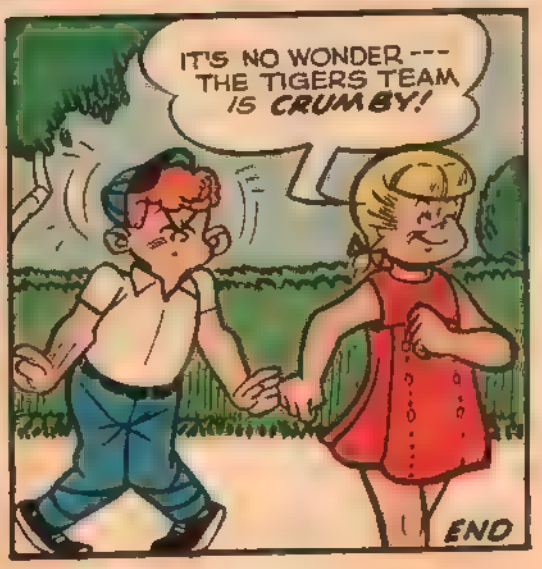
YOU KNOW, I HADN'T EVEN NOTICED! ...CAN YOU IMAGINE ANYONE BEING SO BLIND?
THE ELKS CAN GO HANG THEIR HATS ON THEIR BIG FAT ANTLERS! I'VE GOT BETTER THINGS TO DO!
IT WAS MY BIG MOUTH THAT DID THAT!
NO ARGUMENT FROM ME!
WELL, THERE'S ONLY ONE THING TO DO!
ARCH!
ARCH! HE'LL KILL YOU!
SURE HE WILL! AND WHO DESERVES IT MORE?
THE END

Li'l Jinx

YOU CAN'T WIN!







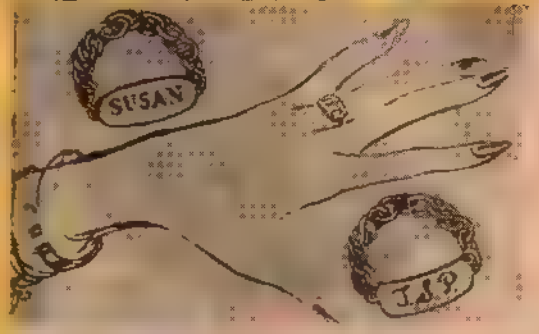
HIGHEST STYLE · NEWEST KIND

AMAZINGLY WONDERFUL STYLE SETTER

PERSONALIZED RING $1.00

WITH YOUR NAME OR INITIALS

I-D-Ring



NEWEST FASHION RING

Your rosy-nailed finger tips will help bring out this up-to-the minute fashion idea. A beautiful matching link chain is part of this magnificant gold or silver plated identification ring. When ordering simply send your initials or name, and your ring size, (measure your finger with a string, if necessary) and send the string. Send $1. plus 25¢ for postage and handling for each ring you order. The ring enhances the beauty of your hand—makes them prettier and lovelier to look at—you'll be the envy of your friends. Order 2 rings—one with initials, one with your name.

MAIL COUPON TODAY!

RING—BEST VALUES CO: DEPT. 11
285 Market St., Newark, New Jersey

Please send me _____ personalized rings at $1. per ring, plus 25¢ for postage and handling.

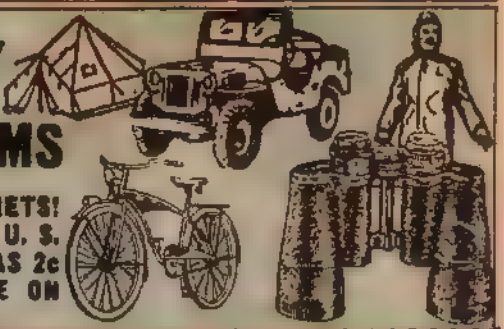
Initials or Name | Color | Size

Name .....

Address .....

City ..... Zone ..... State .....

FREE with the money you save...
U.S. GOVT. SURPLUS ITEMS



AS A REWARD WHEN YOU KNOW THESE SECRETS! GET AMAZING LOW VALUES DIRECT FROM THE U. S. GOVT. AT INCREDIBLY LOW PRICES! AS LOW AS 2c OR LESS FOR EVERY SURPLUS DOLLAR! SAVE ON 1000's OF ITEMS!

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Rush my big Government Surplus Directory. I enclose $1 under your money-back Guarantee.

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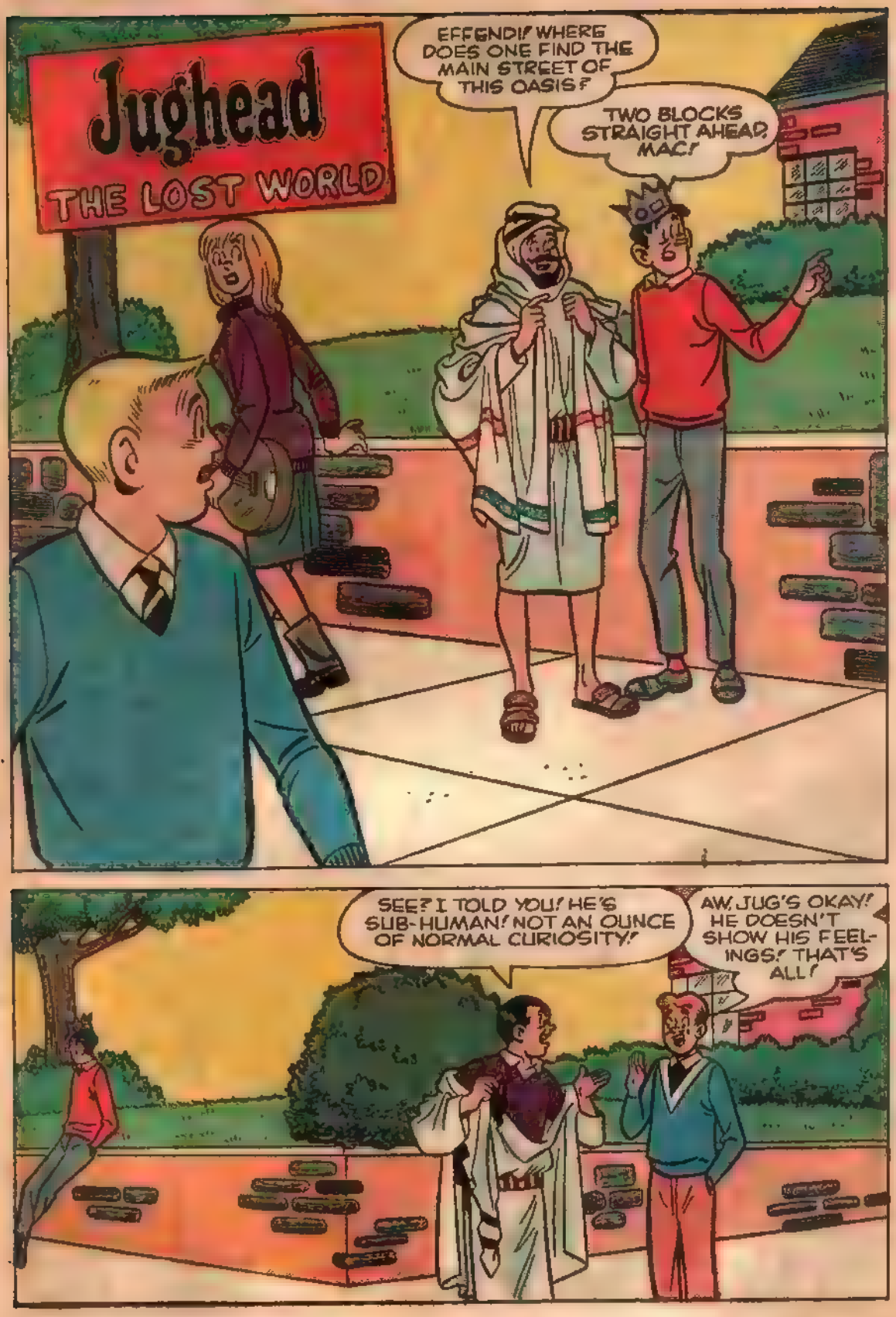
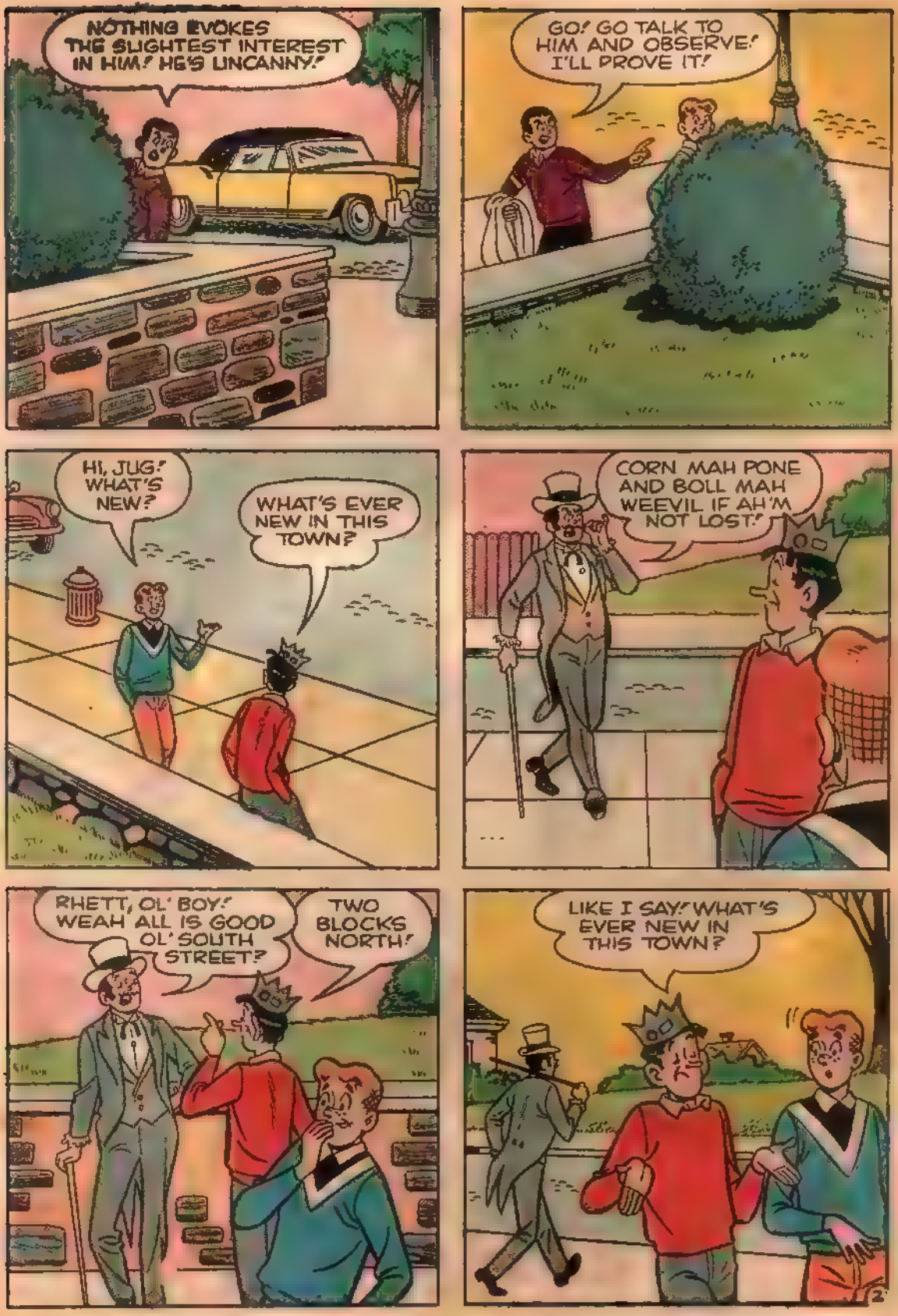

Jughead
THE LOST WORLD
EFFENDI! WHERE DOES ONE FIND THE MAIN STREET OF THIS OASIS?
TWO BLOCKS STRAIGHT AHEAD, MAC!
SEE? I TOLD YOU! HE'S SUB-HUMAN! NOT AN OUNCE OF NORMAL CURIOSITY!
AW, JUG'S OKAY! HE DOESN'T SHOW HIS FEELINGS! THAT'S ALL!

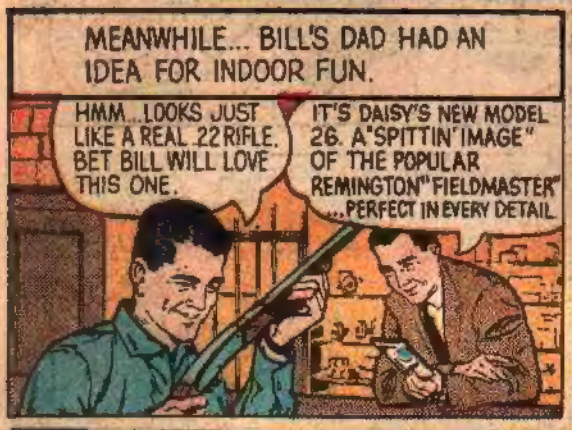

NOTHING EVOKES THE SLIGHTEST INTEREST IN HIM! HE'S UNCANNY!
GO! GO TALK TO HIM AND OBSERVE! I'LL PROVE IT!
HI, JUG! WHAT'S NEW?
WHAT'S EVER NEW IN THIS TOWN?
CORN MAH PONE AND BOLL MAH WEEVIL IF AH'M NOT LOST!
RHETT, OL' BOY! WEAH ALL IS GOOD OL' SOUTH STREET?
TWO BLOCKS NORTH!
LIKE I SAY! WHAT'S EVER NEW IN THIS TOWN?

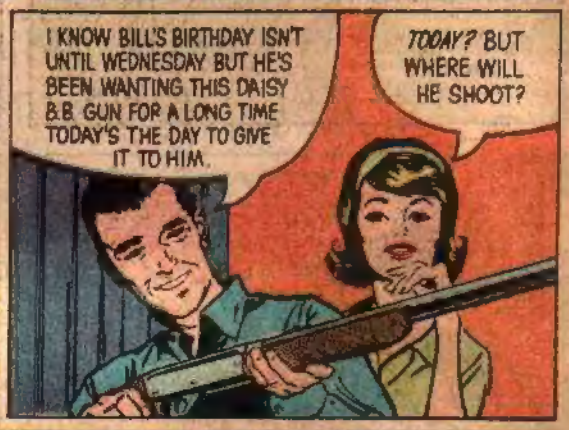
SHIVER ME TIMBERS AN' KEELHAUL ME POOPDECK, I'M FOUNDERIN' IN A BLITHERIN' PEA SOUPER!
AHOY, MATEY! BE THERE AN ISLE HERE-ABOUTS? I'VE GOT ME A CHEST TO BURY!
THE LAKE IS DUE WEST! IT'S GOT SEVERAL ISLANDS!
STRANGE, EH?
"STRANGE?" WHAT'S STRANGE?
TALLY HO!" I SAY! HAVE YOU CHAPS SEEN ANYTHING OF A FOX?
3

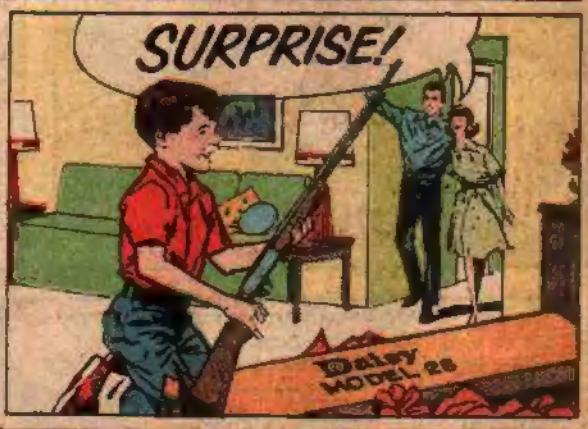
HE DIDN'T PASS THIS WAY, JOCKO!
THENK YAW!
I GUESS I PICKED UP THE WRONG SCENT!
LOT OF TRAFFIC TODAY!
IS THERE? I HADN'T NOTICED!
WHICH WAY TO THE GENERAL HOSPITAL, BOYS?
STRAIGHT AHEAD, DOC!
HOOT MON, AN' CANNA YE DIRECT ME TO MACDOUGAL STREET?
TURN LEFT AT THE TRAFFIC LIGHT!
I GIVE UP! HE'S RIGHT! YOU'RE SUB-HUMAN! NO NORMAL CURIOSITY!

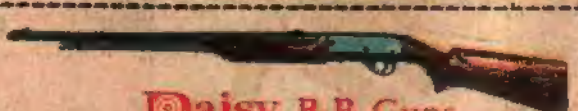
YOU ARE ABNORMAL!
ME?
YOU SAW AN ARAB, A SOUTHERN GENTLEMAN, A PIRATE, A FOX HUNTER, A DOCTOR AND A SCOTSMAN!
THAT'S RIGHT!
DON'T ALL THESE UNUSUAL MEETINGS AROUSE ANY CURIOSITY AT ALL?
WELL, YES! AS A MATTER OF FACT, THERE'S ONE THING I'M VERY CURIOUS ABOUT!
ONE THING?
YES! WHY IS THAT NUTTY REGGIE DRESSING UP IN ALL THESE COSTUMES?
END

Now Rainy Days can be fun days!
How a Daisy B-B Gun can be a barrel of family fun
Daisy Manufacturing Company • B-B Gun Division • Rogers, Arkansas


MEANWHILE... BILL'S DAD HAD AN IDEA FOR INDOOR FUN.
HMM...LOOKS JUST LIKE A REAL .22 RIFLE. BET BILL WILL LOVE THIS ONE.
IT'S DAISY'S NEW MODEL 26. A "SPITTIN' IMAGE" OF THE POPULAR REMINGTON "FIELDMASTER" ...PERFECT IN EVERY DETAIL


I KNOW BILL'S BIRTHDAY ISN'T UNTIL WEDNESDAY BUT HE'S BEEN WANTING THIS DAISY B.B. GUN FOR A LONG TIME TODAY'S THE DAY TO GIVE IT TO HIM.
TODAY? BUT WHERE WILL HE SHOOT?





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Cut Along Dotted Line — Mail Today

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